



# Film and TV Weekly

VOICE OF THE ENTERTAINMENT INDUSTRY

Vol. 34, No. 21-22

Incorporating the CANADIAN MOVING PICTURE DIGEST (Founded 1915)

TORONTO, December 24, 1969

## NFB 'Forced' To Charge Rental Fees For Films

Austerity has hit the National Film Board of Canada. Effective, Jan. 1, rental fees will be charged on all films borrowed from its libraries across Canada.

The fee schedule is based on the running time of each film. It ranges from \$3 to rent a film under 10 minutes for a day to \$20 for a feature-length film for the same period. The use of a film for two days will be subject to a charge of one-and-a-half times the daily rate, while the fee for those used for three days will be twice the daily rate. The fee for one week's use of a film will be two-and-a-half times the daily rate. Delivery by parcel post is included in these rates. The rental for feature films will vary with each title.

The decision to charge for rental of NFB films is said to be an extension of the government's austerity program. The government's recent announcement of cutting back on civil service budgets meant that the tax-supported National Film Board would be affected, too. So much so that the government froze the NFB's budget grant at \$10 million.

The Syndicat General du Cinema et la Television, which represents 419 technical and production employees in the NFB is protesting the government's action. The SCGT contends that the film board has suffered unduly in comparison with government-induced austerity measures in other branches of the civil service.

Until the situation is resolved, National Film Board branch offices are faced with the prospect of selling the same films they once loaned out at no charge. Strong reaction is expected from people who will question the ethics in having to pay rental charges for films from an organization supported by tax money.

### It's Official: Warner Bros. Inc.

Warner Bros. Inc. is now the name of the entertainment subsidiary of Kinney National Service, Inc. Previously, the company was called Warner Bros.-Seven Arts, Inc.



The world premiere of *Explosion* was held simultaneously in 13 B.C. theatres, and coincided with the opening of Canada's first tri-aud built in the Lougheed Mall in Burnaby, B.C. Shown above are Ivan Ackery, manager of Famous Players' Capitol Theatre in Vancouver, Julian Roffman, producer of *Explosion*, and the stars of the film, Don Stroud and Gordon Thomson.

## Double Premiere Launches *Explosion* and B.C. Tri-Aud

First three-in-one cinema complex in Canada opened recently in the Lougheed Mall shopping centre of Burnaby, B.C. a suburb of Vancouver. The Lougheed Cinemas I, II and III, seating 736, 294 and 496, respectively, are owned by Famous Players Canadian Corp. and managed by its subsidiary company, 20th Century Theatres Ltd.

Aligned off a common lobby, the theatres are part of a new double-decked, enclosed shopping complex and represent the current trend in theatre design. They were conceived by the Vancouver firm of Dirassar, James & Jorgenson, architects for the entire mall.

One automated projection booth serves all three auditoria, as does the single boxoffice, concessions bar and restroom facilities. At one end of the lobby, manager Sid Freedman's office is cantilevered so as to give him a full view of the action through a

wall-to-wall window.

Opening of the Lougheed Cinemas actually constituted a double-premiere—a first for the theatres and a debut for the film, *Explosion*, a psychological action drama filmed in and around Vancouver with Julian Roffman of Toronto producing and Jules Bricken of Hollywood and London directing.

The film's two main stars—Hollywood's Don Stroud and Gordon Thomson of Toronto—attended the premiere and were introduced on stage by Roffman. Later, they attended a special reception in the theatre lobby and throughout a two-day stay in Vancouver met a tight schedule of press, radio and TV interviews.

The official opening night welcome was tendered by N. A. Taylor of Toronto, president of 20th Century Theatres and, by coincidence, also president of Meridian Films, the Toronto-based producer.

(Continued on Page 7)

## Trust Fund Appeal Launched By Pioneers

One of the film industry's most admirable contributions to humanitarian work is the Canadian Picture Pioneer Trust Fund. The committee in charge of this noble effort has launched its annual appeal for donations to help people in dire need. Without the Trust Fund's assistance, many hapless people would be at the mercy of social or charitable agencies whose impersonal aid could do little to rehabilitate and encourage them.

Any donations to the Trust Fund enables the committee to carry on charitable endeavors of giving direct help to Pioneers who, unfortunately, cannot help themselves.

The Will Roger Hospital in Saranac Lake, NY has notified the Canadian Picture Pioneers that in its appreciation of grateful donations in the past, their facilities are available to all present members of the Canadian entertainment-communications industry. Any person with a cardio-pulmonary disease, such as emphysema, bronchial problems, etc., is asked to have his doctor send a medical summary and a recent chest x-ray to the Medical Director, Will Rogers Hospital, Saranac Lake, New York 12983. At the same time, an application for admittance should be sent to Admissions Committee, Will Rogers Memorial Fund, 250 West 57th Street, New York, NY 10019.

It is advised that all applicants come into the US as a visitor, and not through immigration, whether their stay at the hospital will be a short or long term.

The charitable response by the Will Rogers Hospital to lend a helping hand to aid ailing Canadians deserves more than just a mention in this magazine. We can only hope that everyone associated with the Canadian film industry will open their hearts to make this annual appeal for the Canadian Picture Pioneer Trust Fund the biggest yet.

Cheques should be made payable to the Canadian Picture Pioneer Trust Fund.

(Continued on Page 3)

WE WISH YOU ALL THE WARMEST SEASON'S GREETINGS





Season's Greetings to all!



## Odeon's 1st 'Piggyback' Twin Opens In Toronto

The opening of the new York Twin Theatre this month in central Toronto marks another step in the development program being carried out by Odeon Theatres (Canada) Limited.

The York Twin is the first "Piggyback" dual auditorium theatre in the Odeon chain. It is also the seventh twin cinema to be opened by Odeon Theatres in Canada.

Most twin theatres are constructed with both auditoria on one level, in a back-to-back or side by side manner. However, the York Theatre had a multi-level design, with York I upstairs above York II.

The Odeon York Twin Theatre has a staircase that starts in the middle and goes up to down.

The circular, glass-enclosed staircase is one of the innovations of the Odeon York. Its function is to join the main lobby with the two auditoria.

The entrance to the Odeon York is on the ground level and opens into a spacious foyer which is suspended between the floor of Cinema I and the ceiling of Cinema II. This entrance foyer is equipped with a large circular candy bar and men's and ladies' washroom facilities. On the left, upon entering the York, is the staircase which leads down to an additional foyer for patrons of Cinema II and up to a third lobby outside Cinema I. For added convenience, all three foyers are completely equipped with candy bars and full washroom facilities.

Now with the openings of the York Cinemas this month, the total number of twin complexes operated by Odeon in Canada has been brought to seven. The total number of Odeon-operated theatres in Canada is now 147, including 116 conventional theatres and 31 drive-ins. There are seven closed properties, making a total of 154.

# IT'S MY BAG

By Ed Hocura

EXHIBITORS should be pleased to know that Diana Rigg, Rupert

Crosse and Alfred Hitchcock have their interests in mind. Why else would they embark on cross-country tours, get up at the crack of dawn and put in 18 hours at a stretch being interviewed by newspaper, radio and television types? And Toronto was only one of a dozen or more cities they went through the same monotonous routine of answering questions, questions and more questions. Diana Rigg discreetly avoided talking about George Lazenby, the unknown actor United Artists is gambling on to make *On Her Majesty's Secret Service* another James Bond blockbuster. All she would say about Lazenby is that he publicly denied he wanted out of his contract to make more Bond films, but few papers bothered to print his retraction. The British beauty made a strong impression with Toronto writers as her press clippings will verify ☆☆☆

Rupert Crosse, who waited 12 years for his big screen role to come along, took his hectic trip to Toronto in his stride. He is said to have managed the difficult task of stealing *The Reivers* from Steve McQueen, and National General Pictures are looking to him to pick up an Academy Award nomination. Whereas Diana Rigg and Alfred Hitchcock had the benefit of being familiar to everyone who interviewed them, Crosse had to work that much harder to ingratiate himself to the press. All I can say is that if Crosse comes across on the screen as warm and human as he does in person, Sidney Poitier might have cause to worry in being the screen's number one black actor ☆☆☆ Whether or not *Topaz* lives up to Universal expectations, no one can say that Alfred Hitchcock was content to sit back and let the studio promote the picture by themselves. Here is a man who recently turned 70 took it upon himself to hit the road for three grueling weeks. Few stars, or for that matter any, would jeopardize their health trying to keep up to the schedule Alfred Hitchcock agreed to fill. And fill it he did, in such admirable fashion that *Topaz* is now a household word in dozens of cities ☆☆☆ The boxoffice receipts for *On Her Majesty's Secret Service*, *The Reivers* and *Topaz* deserve to be on the rosy side if healthy advance publicity is any help. No exhibitor can say that Diana Rigg, Rupert Crosse and Alfred Hitchcock didn't at least try to make their work that much easier with the kind of free publicity it took a lot of sleepless nights to get.

☆☆☆

NAMES THAT PASS IN THE NIGHT: Al Dubin almost cast a pall of gloom over a lot of friends when he chose to go to the hospital instead of attending a *Variety Club* dinner. As it turned out, the genial Warner Bros. publicity director was back at his desk in less than a week ☆☆☆ Ed Stock, formerly of Hamilton, and now with a Montreal radio station, wants everyone to know that radio is doing more than its share to promote movies without getting any credit. He took his talk show to Hollywood a few weeks ago to give his listeners the chance to talk to some important stars. When Stock was in Hamilton, he gave more time to movies than any other station in Canada. But the opposition got most of the radio budget from Hamilton theatres ☆☆☆ When Don Stroud was in Vancouver recently to attend the world premiere of *Explosion*, the charming lady he brought along drew admiring glances from everyone. She turned out to be his mother, a woman whose Mod dress and youthful look belied her age. My spies tell me that every other woman at the premiere party was green with envy when they saw Mrs. Stroud ☆☆☆ Ontario Censor Board Chief O. J. Silverthorn has yet to pass *I Am Curious (Yellow)* for public viewing in this province. Film Canada, who have the distribution rights, were hoping to have the film ready to be released this month. Could be that Silverthorn is peeved that the Swedish film was shown to the Toronto press before he saw it ☆☆☆ Don Daynard, one of the best boosters of movies in Toronto radio circles, is settling down nicely at his new post at CFRB. The guy is a walking encyclopedia on Hollywood westerns ☆☆☆ Charles Mason, of Odeon Theatres, and Harvey Harnick, of Columbia Pictures, earned the gratitude of Toronto critics by scheduling advance screenings of *Bob & Carol & Ted & Alice* and *Cactus Flower*. Both pictures were due to open at Odeon's new York Twin Cinemas on Christmas Day, so the critics were able to see them ahead of time. Hope their reviews don't make Mason and Harnick regret the trouble they went to in not making the critics work on the big day.

(Continued on Page 7)



MARK PLOTTEL

Canadian general manager of Universal Films of Canada Ltd. for the past four years is retiring from his position, effective Jan. 5. Prior to joining Universal in 1966, Plottel was, for 20 years, general sales manager for Empire Films Ltd. in Toronto.

## FUND APPEAL

(Continued from Page 1)

neer Trust Fund, and sent to David J. Ongley, Canadian Picture Pioneers Trust Fund, 320 Bay Street, Toronto 1.

Big or small, your contributions will be warmly appreciated by a group of men who want less fortunate Pioneers have a better tomorrow. Their feelings for better human understanding deserve your support.

## Astral Appoints Mogul Toronto Branch Manager

Morley R. Mogul, presently supervising Astral branch operations, has been appointed to succeed W. Tod as Toronto branch manager. The announcement was made by Martin Bockner, the company's general manager.

As well as retaining his present supervisory capacity, Mogul will be responsible for Astral sales and bookings in Ontario.

Born and educated in Winnipeg, he joined Astral's head office staff last year after 14 years in film distribution in Winnipeg. He broke in with Warner Bros. in 1956 after attending the University of Manitoba. From there, Mogul joined Columbia, and later UA. After 3½ years with United Artists, he joined Astral and was Winnipeg branch manager for 6½ years before coming to Toronto.

William Tod will be joining Astral Films television division (Telefilm of Canada) in a sales capacity.



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# Season's Greetings



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# IT'S WHAT'S HAPPENING!

UNPRECEDENTED 13-THEATRE SMASH WORLD PREMIERE  
IN BRITISH COLUMBIA OUTGROSSED ANY OTHER  
ATTRACTION IN CANADA — WEEK OF DECEMBER 5th!

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*it's all about*

**TODAY'S GENERATION —**  
defiant, rebellious,  
up against the wall!

pressured to the point of...

## EXPLOSION

Meridian Films Limited presents  
Jules Bricken's "EXPLOSION" starring DON STROUD

and introducing GORDON THOMSON guest star RICHARD CONTE  
with MICHELE CHICCHINE • ROBIN WARD • CECIL LINDER • MURRAY MATHESON  
screenplay by ALENE and JULES BRICKEN music by SOL KAPLAN  
produced by JULIAN ROFFMAN directed by JULES BRICKEN

IN COLOR



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**WOODY ALLEN** will write, direct and star in three pictures for United Artists. Jack Rollins-Charles H. Joffe Productions, producers of Allen's current box office hit, *Take the Money and Run*, also will make the three new films. Allen is currently at work on the first film, as yet untitled, as are the two other projects. They are scheduled to be delivered at the rate of one a year.

☆☆☆ *Adam's Woman* will be the title of the Warner Bros. motion picture adventure drama originally called *Return of the Boomerang*.

☆☆☆ *Beau Bridges* stars in *Adam's Woman* with *Jane Merrow* and *John Mills*. Filmed in color and Panavision entirely on location in Australia, *Adam's Woman* was directed by *Philip Leacock* from a screenplay by *T.E.B. Clarke* and *Richard Fielder* about Australia during its penal-colony era.

☆☆☆ *Helen Westcott* has been signed for an important role in *The Wine and the Music*, starring *Robert Forster* and *Lauren Hutton*. *Daniel Haller* is directing for release of United Artists.

☆☆☆ *Miss Westcott*, who has appeared extensively on stage, radio, television and films, plays a woman seeking permission of the Catholic priest for the use of the Pill. *Forster* portrays the

## Looking Ahead

priest and *Miss Hutton* is a girl he falls in love with.

☆☆☆ *Comedienne Kay Ballard* has been signed for a cameo role in *Jerry Lewis* motion picture production of *Which Way to the Front?* for Warner Bros. *Miss Ballard* will portray the wife of an Italian mayor in scenes with *Lewis*, who is the star, producer and director of the Technicolor comedy.

☆☆☆ *Janet Suzman* has been signed to co-star with *Alan Bates* in *Joe Egg*, which *David Deutsch* is producing for Columbia Pictures. *Miss Suzman*, a newly prominent member of the prestigious Royal Shakespeare Company, will play *Bates' wife* in the comery drama which goes before the cameras in Bristol in mid-January under the direction of *Peter Medak*. The screenplay is by *Peter Nichols*, based on his play which was acclaimed on the London and Broadway stage.

☆☆☆ *Valdez Is Coming*, starring *Burt Lancaster* and *Susan Clark*, is filming on location in Spain under the direction of *Edwin Sherin*. This is the first film for *Sherin*, who received

wide acclaim for his staging of the prize-winning Broadway play, *The Great White Hope*.

☆☆☆ The picture, to be released by United Artists, also will present in key roles a number of Broadway and off-Broadway actors including *Jon Cypher*, *Richard Jordan*, *Barton Heyman* and *Frank Silvera*.

☆☆☆ The screenplay by *Roland Kibee* and *David Rafiel* is the story about a man of principle who is forced to kill defending these principles.

☆☆☆ *Elliott Gould* has been signed by *David L. Wolper* for his production of *I Love My Wife* for Universal, set to roll with *Mel Stuart* directing and *Stan Margulies* producing.

An original screenplay by *Robert Kaufman*, *I Love My Wife* is a satirical comedy dealing with the contemporary young marrieds and their extra-curricular sexual activities.

☆☆☆ *Virna Lisi* will star in *Trigon*, a Warner Bros. motion picture release that will be filmed in widescreen and color in Rome by producer *Turi Vasile*.

☆☆☆ The Ultra-PIC-PCEF pro-

duction is the story of a middle-aged man's suicide plot to die at the hands of a young hitchhiker he takes home and lures into his wife's bed.

Motion picture rights to *Outbreak*, contemporary suspense novel by English author *Lionel Black*, have been acquired by Universal. *Aaron Rosenberg* has been assigned to produce the film.

*Rosenberg*, who has an exclusive contract with the studio, most recently produced *Tony Rome* and *The Detective*, both starring *Frank Sinatra*, before returning to Universal where he first started his producing career some twenty years ago.

☆☆☆ Veteran actress *Yvonne De Carlo* has been signed by producer *Robert Blees* for a cameo appearance in *The Delta Factor*, *Spillane-Fellows* production now shooting at Universal Studios and based on the *Mickey Spillane* novel of the same title. *Miss De Carlo*, last on the Universal lot as star of the Universal television series *The Munsters*, will play a flamboyant madam in the detective thriller starring *Yvette Mimieux* and *Chris George*.

*Spillane-Fellows Productions*, an independent film company, is a tenant of Universal Studios, where they maintain report to *Fred Goldberg*.

Season's  
Greetings



175 BLOOR EAST, TORONTO, CANADA

MARCEL HIMEL, Manager



# HE SHOOTS... HE SCORES

**James Bond 007 is back**  
in "On Her Majesty's Secret Service" Odeon-Carlton Theatre

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"HAPPY HOLIDAY ATTRACTIONS"  
AT ODEON THEATRES THIS YEAR.



*Happy Holidays*

from

ANTHONY QUINN • ANNA MAGNANI

starring in

**'THE SECRET OF SANTA VITTORIA'**

ODEON-HYLAND



*Season's Greetings*

from

BARBRA STREISAND • OMAR SHARIF

**"FUNNY GIRL"**

ODEON-FAIRLAWN



*Best Wishes*

from

**"OLIVER"**

and 'All the Boys' at the

ODEON-DANFORTH

*Watch for*

INGRID BERGMAN • WALTER MATTHAU

**"CACTUS FLOWER"**

and

**"BOB & CAROL & TED & ALICE"**



# Order While They Last!

## What Do You Want To Know?

An up-to-the minute list of Canadian theatres, with names, locations, seating capacities and licencees • Boxoffice statistics from 1930 on — theatres, receipts, total admissions • *Personnel of theatre circuits, distribution companies, studios, labs, equipment and service organizations* • The amusement taxes and licence fees for each province • *Location, personnel and fees of each censorship board* • Production facilities • *Provincial legislation and inspection personnel* • Film carriers • Television film sales companies • Winners of USA, Canadian and British awards • *Unions of projectionists, actors, musicians, stagehands, cameramen, etc.* • *Television stations and other information* • Canadian members of USA engineering and advertising organizations • *Personnel of Canadian TV networks* • Record companies • The National Film Board • *And other information of many kinds.*



1969-70

## YEAR BOOK

of the

## CANADIAN ENTERTAINMENT INDUSTRY

A COMPLETE DIRECTORY  
OF INFORMATION

Edited by Ed Hocura

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